

## Exposure to TV advertising by children\*

Ranked by ads viewed for children (6-11 years) in 2018

Includes average number of ads viewed by children on national (network, cable, and syndicated) and spot TV

Most

Rank	Company	Brand (sub-brand**)	Category	Average # of ads viewed								2018 targeted ratios***	
				Preschoolers (2-5 years)				Children (6-11 years)				Preschoolers	Children
				2010	2013	2018	2013-2018 change	2010	2013	2018	2013-2018 change		
1	PepsiCo	Mtn Dew (Kickstart)	Regular soda	3.9	6.2	24.7	297%	4.6	7.2	23.8	230%	0.38	0.37
2	PepsiCo	Gatorade (Flow, G2, GX, Drink Mix, G Series)	Sports drink	10.2	13.7	15.3	12%	13.7	17.2	15.0	-13%	0.39	0.38
3	Red Bull	Red Bull	Energy drink	5.0	8.7	10.6	22%	6.1	9.7	10.3	6%	0.42	0.41
4	Coca-Cola	Coke (Classic, Life)	Regular soda	9.0	5.2	10.1	93%	11.8	5.6	9.4	68%	0.43	0.41
5	PepsiCo	Pepsi	Regular soda	3.6	12.9	9.0	-30%	4.5	13.7	8.6	-37%	0.38	0.37
6	Pepsi Lipton	Pure Leaf	Iced tea	<0.1	0.3	7.2	2031%	<0.1	0.3	6.9	2048%	0.40	0.38
7	Dr Pepper Snapple Group	Snapple (Iced Tea, Straight Up Tea)	Iced tea	2.1	3.3	6.7	105%	2.5	3.8	6.7	75%	0.40	0.40
8	Coca-Cola	Sprite (Cranberry)	Regular soda	4.2	0.9	6.0	537%	6.0	1.0	6.0	499%	0.43	0.43
9	Innovation Ventures	5-hour Energy (Tea)	Energy drink	37.7	25.4	6.0	-76%	45.5	29.9	5.8	-81%	0.36	0.35
10	Dr Pepper Snapple Group	Dr Pepper (Cherry)	Regular soda	7.7	5.9	6.2	5%	9.2	6.2	5.8	-6%	0.42	0.39
11	Pepsi Lipton	Lipton (Iced Tea Mix, Splash of Juice)	Iced tea	3.4	5.3	5.2	-2%	4.5	5.8	5.0	-13%	0.40	0.39
12	Dr Pepper Snapple Group	Canada Dry (Ginger Ale, Ginger Ale & Lemonade)	Regular soda	5.0	3.2	5.3	64%	6.5	3.4	4.9	43%	0.39	0.36
13	Coca-Cola	Gold Peak	Iced tea	<0.1	0.2	4.2	2165%	<0.1	0.2	4.2	2443%	0.38	0.38
14	PepsiCo	Pepsi	Soda brand	0.0	0.0	4.3	--	0.0	0.0	4.1	--	0.40	0.39
15	Ocean Spray	Ocean Spray	Fruit drink	7.4	5.8	4.1	--	8.4	5.8	3.8	--	0.46	0.42
16	Dr Pepper Snapple Group	7-Up	Regular soda	0.0	0.0	3.2	--	0.0	0.0	3.0	--	0.34	0.32
17	Coca-Cola	Simply (Light)	Fruit drink	0.3	0.1	2.9	5079%	0.4	0.0	3.0	8097%	0.38	0.39
18	Coca-Cola	Fanta	Regular soda	0.2	0.1	2.1	2063%	0.4	0.1	2.3	3279%	0.45	0.49
19	Coca-Cola	Honest Tea	Iced tea	0.0	0.0	2.0	--	0.0	0.0	2.2	--	0.60	0.64
20	Coca-Cola	Coca-Cola	Drink brand	0.0	0.0	1.6	--	0.0	0.0	1.7	--	0.38	0.39
21	Coca-Cola	Coke	Soda brand	0.1	0.7	1.1	64%	0.1	0.6	1.1	84%	0.44	0.43
22	Coca-Cola	NOS	Energy drink	0.1	0.4	0.5	15%	0.1	0.4	0.5	27%	0.32	0.36
23	PepsiCo	Tropicana (Trop 50)	Fruit drink	0.0	0.0	0.3	--	0.0	0.0	0.3	--	0.36	0.37
24	Coca-Cola	Powerade	Sports drink	0.6	0.4	0.3	-23%	0.6	0.3	0.3	-17%	0.36	0.35
25	Coca-Cola	Glaceau Vitaminwater	Flavored water	4.1	3.3	0.2	-94%	4.7	3.5	0.2	-95%	0.59	0.49
26	Coca-Cola	Sprite	Soda brand	0.1	0.1	0.1	-8%	0.2	0.1	0.1	15%	0.31	0.37
27	Hansen Beverage	Monster	Energy drink	0.0	0.0	0.1	--	0.0	0.0	0.1	--	0.38	0.31
28	Coca-Cola	Mello Yello	Regular soda	0.0	0.0	0.1	--	0.0	0.0	0.1	--	0.48	0.34

Least

## Exposure to TV advertising by children\* (continued)

## Company rankings

Most



Least

Rank	Company	Average # of ads viewed								2018 targeted ratios***	
		Preschoolers (2-5 years)				Children (6-11 years)				Preschoolers	Children
		2010	2013	2018	2013-2018 change	2010	2013	2018	2013-2018 change		
1	PepsiCo	24.5	33.6	53.6	60%	31.4	38.8	51.9	34%	0.38	0.37
2	Coca-Cola	20.0	11.3	31.1	175%	25.8	11.8	30.9	162%	0.41	0.40
3	Dr Pepper Snapple Group	25.8	19.5	21.4	9%	32.8	22.9	20.3	-11%	0.39	0.37
4	Pepsi Lipton	3.4	5.6	12.5	121%	4.5	6.1	12.0	96%	0.40	0.38
5	Red Bull	5.0	8.7	10.6	22%	6.1	9.7	10.3	6%	0.42	0.41
6	Innovation Ventures	37.7	25.4	6.0	-76%	45.5	29.9	5.8	-81%	0.36	0.35
7	Ocean Spray	7.5	5.8	4.1	-30%	8.5	5.8	3.8	-35%	0.46	0.42
8	Hansen Beverage	0.0	0.0	0.1	--	0.0	0.0	0.1	--	0.38	0.31

\*Includes all brands advertised on TV in 2018, excluding children's drinks

\*\*Individual sub-brands advertised on TV in 2018 (in addition to "original" varieties, if applicable)

\*\*\*Ratios of TV ads viewed vs. adults (18-49y)

Source: Analysis of 2018 Nielsen data; Sugary Drink FACTS 2014